

2001 Cumulative Article and Author Index

Volume 44, Number 6

ARTICLES

Accounting

Sidney J. Baxendale, "Activity-based Costing for the Small Business: A Primer," Jan-Feb: 61-68.

Business Law

Sandra K. Miller, "Legal Monitoring for the Private Business," Sep-Oct: 53-60.

Kimberlianne Podlas, "Reasonable Accommodation or Special Privilege? Flex-time, Telecommuting, and the ADA," Sep-Oct: 61-65.

Business and Society

Robert Grosse and Juan Yañes, "The Coming Oil Price Crash," Sep-Oct: 31-38.

Homer H. Johnson, "Corporate Social Audits—This Time Around," May-June: 29-36.

Rama Yelkur, Janet Morrison, Erwin H. Steiner, and Ian Schmehl, "Product Liability: Its Impact on the Auto Industry, Consumers, and Global Competitiveness," Mar-Apr: 61-66.

Electronic Commerce

Pamela Barnes-Vieyra and Cindy Claycomb, "Business-to-Business E-Commerce: Models and Managerial Decisions," May-June: 13-20.

Kenneth K. Boyer, "E-Operations: A Guide to Streamlining with the Internet," Jan-Feb: 47-54.

Douglas A. Houston, "Trust in the Networked Economy: Doing Business on Web Time," Mar-Apr: 38-44.

Frédéric Jallat and Michael J. Capek, "Disintermediation in Question: New Economy, New Networks, New Middlemen," Mar-Apr: 55-60.

Hean Tat Keh and Elain Shieh, "Online Grocery Retailing: Success Factors and Potential Pitfalls," Jul-Aug: 73-83.

Leyland F. Pitt, Pierre Berthon, Richard T. Watson, and Michael Ewing, "Pricing Strategy and the Net," Mar-Apr: 45-54.

Tanuja Singh, Jay V. Jayashankar, and Jasvinder Singh, "E-Commerce in the U.S. and Europe—Is Europe Ready to Compete?" Mar-Apr: 6-16.

Detmar Straub and Richard Klein, "E-Competitive Transformations," May-June: 3-12.

Executive Briefing

Catherine M. Daily and Dan R. Dalton, "Corporate Governance Digest," Mar-Apr: 3-5.

Arvind Parkhe, "Interfirm Diversity in Global Alliances," Nov-Dec: 2-4.

Mike Schraeder, "Health Care," Sep-Oct: 2-4.

Finance

Raj Aggarwal, "Using Economic Profit to Assess Performance: A Metric for Modern Firms," Jan-Feb: 55-60.

Michael T. Bond and Deborah Erdos Knapp, "The Financial Impact of Medical Savings Account Plans," Jan-Feb: 77-83.

Eugene H. Fram and Chun Keung Hoi, "The CREF Stock Fund at 50," Nov-Dec: 67-72.

2001 Cumulative Article and Author Index

Volume 44, Number 6

ARTICLES

Accounting

Sidney J. Baxendale, "Activity-based Costing for the Small Business: A Primer," Jan-Feb: 61-68.

Business Law

Sandra K. Miller, "Legal Monitoring for the Private Business," Sep-Oct: 53-60.

Kimberlianne Podlas, "Reasonable Accommodation or Special Privilege? Flex-time, Telecommuting, and the ADA," Sep-Oct: 61-65.

Business and Society

Robert Grosse and Juan Yañes, "The Coming Oil Price Crash," Sep-Oct: 31-38.

Homer H. Johnson, "Corporate Social Audits—This Time Around," May-June: 29-36.

Rama Yelkur, Janet Morrison, Erwin H. Steiner, and Ian Schmehl, "Product Liability: Its Impact on the Auto Industry, Consumers, and Global Competitiveness," Mar-Apr: 61-66.

Electronic Commerce

Pamela Barnes-Vieyra and Cindy Claycomb, "Business-to-Business E-Commerce: Models and Managerial Decisions," May-June: 13-20.

Kenneth K. Boyer, "E-Operations: A Guide to Streamlining with the Internet," Jan-Feb: 47-54.

Douglas A. Houston, "Trust in the Networked Economy: Doing Business on Web Time," Mar-Apr: 38-44.

Frédéric Jallat and Michael J. Capek, "Disintermediation in Question: New Economy, New Networks, New Middlemen," Mar-Apr: 55-60.

Hean Tat Keh and Elain Shieh, "Online Grocery Retailing: Success Factors and Potential Pitfalls," Jul-Aug: 73-83.

Leyland F. Pitt, Pierre Berthon, Richard T. Watson, and Michael Ewing, "Pricing Strategy and the Net," Mar-Apr: 45-54.

Tanuja Singh, Jay V. Jayashankar, and Jasvinder Singh, "E-Commerce in the U.S. and Europe—Is Europe Ready to Compete?" Mar-Apr: 6-16.

Detmar Straub and Richard Klein, "E-Competitive Transformations," May-June: 3-12.

Executive Briefing

Catherine M. Daily and Dan R. Dalton, "Corporate Governance Digest," Mar-Apr: 3-5.

Arvind Parkhe, "Interfirm Diversity in Global Alliances," Nov-Dec: 2-4.

Mike Schraeder, "Health Care," Sep-Oct: 2-4.

Finance

Raj Aggarwal, "Using Economic Profit to Assess Performance: A Metric for Modern Firms," Jan-Feb: 55-60.

Michael T. Bond and Deborah Erdos Knapp, "The Financial Impact of Medical Savings Account Plans," Jan-Feb: 77-83.

Eugene H. Fram and Chun Keung Hoi, "The CREF Stock Fund at 50," Nov-Dec: 67-72.

Mary Maury and Victoria Shoaf, "The Effects of Adopting Cash-Balance Pension Plans," Mar-Apr: 67-74.

Paul Vogelheim, Denise D. Schoenbachler, Geoffrey L. Gordon, and Craig C. Gordon, "The Importance of Courting the Individual Investor," Jan-Feb: 69-76.

Human Resource Management

Glenn M. McEvoy and Mary Jo Blahna, "Engagement or Disengagement? Older Workers and the Looming Labor Shortage," Sep-Oct: 46-52.

Information Technology

Nadim Matta and Sandy Krieger, "From IT Solutions to Business Results," Nov-Dec: 45-50.

International Business

David Ahlstrom, Garry Bruton, and Eunice S. Chan, "HRM of Foreign Firms in China: The Challenge of Managing Host Country Personnel," May-June: 59-68.

C. Christopher Baughn and Mark A. Buchanan, "Cultural Protectionism," Nov-Dec: 5-15.

Donna J. Bergenstock and James M. Maskulka, "The De Beers Story: Are Diamonds Forever?" May-June: 37-44.

Élise Campbell and Jeffrey J. Reuer, "International Alliance Negotiations: Legal Issues for General Managers," Jan-Feb: 19-26.

Ping Deng, "WFOEs: The Most Popular Entry Mode into China," Jul-Aug: 63-72.

Michael Ewing, Julie Napoli, and Leyland Pitt, "Managing Southeast Asian Brands in the Global Economy," May-June: 52-58.

Gus Gordon and Thurmon Williams, "How Do You Spell Success in Mexico? CALICA," Jan-Feb: 11-18.

Tipton F. McCubbins, "Somebody Kicked the Sleeping Dog—New Bite in the Foreign Corrupt Practices Act," Jan-Feb: 27-32.

John Sargent, "Getting to Know the Neighbors: *Grupos* in Mexico," Nov-Dec: 16-24.

Michael N. Young and Paul B. McGuinness, "The Missing Link: Why Stock Markets Have Been Ineffective in Chinese SOE Reform," Jul-Aug: 55-62.

Knowledge Assets

Russell W. Coff and Kevin J. Lavery, "Real Options on Knowledge Assets: Panacea or Pandora's Box?" Nov-Dec: 73-79.

Labor Relations

Woodruff Imberman, "Why Engineers Strike—The Boeing Story," Nov-Dec: 35-44.

Marketing

W. Benoy Joseph, Robert W. Cook, and Raj G. Javalgi, "Marketing on the Web: How Executives Feel, What Businesses Do," Jul-Aug: 32-40.

Earl Naumann, Donald W. Jackson, Jr., and Mark S. Rosenbaum, "How to Implement a Customer Satisfaction Program," Jan-Feb: 37-46.

Robert M. Peterson and George H. Lucas, "What Buyers Want Most from Salespeople: A View from the Senior Level," Sep-Oct: 39-45.

Michael Jay Polonsky and Philip J. Rosenberger III, "Reevaluating Green Marketing: A Strategic Approach," Sep-Oct: 21-30.

Bernard L. Rosenbaum, "Seven Emerging Sales Competencies," Jan-Feb: 33-36.

Minet Schindehutte and Michael H. Morris, "Pricing as Entrepreneurial Behavior," Jul-Aug: 41-48.

Avraham Shama, "E-Coms and Their Marketing Strategies," Sep-Oct: 14-20.

Operations Management

Robert H. Lowson, "Offshore Sourcing: An Optimal Operational Strategy?" Nov-Dec: 61-66.

Vincent A. Mabert, Ashok Soni, and M.A. Venkataramanan, "Enterprise Resource Planning: Common Myths Versus Evolving Reality," May-June: 69-76.

Thomas H. Stevenson and Frank C. Barnes, "Fourteen Years of ISO 9000: Impact, Criticisms, Costs, and Benefits," May-June: 45-51.

Organizational Behavior

Mark Simon, "Man, I'm Smart About How Stupid I Am!" Jul-Aug: 21-24.

Profiles in Executive Education

Harper W. Moulton, "Danica Purg," Sep-Oct: 66-69.

Strategic Management

Raj Aggarwal and Betty J. Simkins, "Open Book Management—Optimizing Human Capital," Sep-Oct: 5-13.

Richard S. Allen and Ralph H. Kilmann, "Aligning Reward Practices in Support of Total Quality Management," May-June: 77-84.

Lawrence M. Bellman, "Bricks and Mortar: 21st Century Survival," May-June: 21-28.

M. Carl Drott, "Personal Knowledge, Corporate Information: The Challenges for Competitive Intelligence," Mar-Apr: 31-37.

Vijay Govindarajan and Anil K. Gupta, "Strategic Innovation: A Conceptual Road Map," Jul-Aug: 3-12.

Brian Huffman, "What Makes a Strategy Brilliant?" Jul-Aug: 13-20.

Blaine McCormick, "Benjamin Franklin: Founding Father of American Management," Jan-Feb: 2-10.

George C. Mueller, William McKinley, Mark A. Mone, and Vincent L. Barker III, "Organizational Decline—A Stimulus for Innovation?" Nov-Dec: 25-34.

Patricia M. Norman, "Are Your Secrets Safe? Knowledge Protection in Strategic Alliances," Nov-Dec: 51-60.

Eric M. Olson, David W. Cravens, and Stanley F. Slater, "Competitiveness and Sales Management: A Marriage of Strategies," Mar-Apr: 25-30.

Thomas Osegowitsch, "The Art and Science of Synergy: The Case of the Auto Industry," Mar-Apr: 17-24.

Steven Schnaars and Paschalina (Lilia) Ziamou, "The Essentials of Scenario Writing," Jul-Aug: 25-31.

Jae H. Song, Yinsog Rhee, and Carl R. Adams, "Maximizing the Financial and Product Market Values of the IPO Opportunity," Jul-Aug: 49-54.

FOCUS ON BOOKS

Trust on Trial: How the Microsoft Case Is Reframing the Rules of Competition, by Richard B. McKenzie. Reviewed by Thomas A. Hemphill, Jan-Feb: 84-85.

BOOK NOTES

Mar-Apr: 75-84.

Sep-Oct: 70-82.

AUTHORS

Adams, Carl R., Jae H. Song, and Yinsog Rhee, "Maximizing the Financial and Product Market Values of the IPO Opportunity," Jul-Aug: 49-54.

Aggarwal, Raj, "Using Economic Profit to Assess Performance: A Metric for Modern Firms," Jan-Feb: 55-60.

Aggarwal, Raj, and Betty J. Simkins, "Open Book Management—Optimizing Human Capital," Sep-Oct: 5-13.

Ahlstrom, David, Garry Bruton, and Eunice S. Chan, "HRM of Foreign Firms in China: The Challenge of Managing Host Country Personnel," May-June: 59-68.

Allen, Richard S., and Ralph H. Kilmann, "Aligning Reward Practices in Support of Total Quality Management," May-June: 77-84.

Barker, Vincent L. III, George C. Mueller, William McKinley, and Mark A. Mone, "Organizational Decline—A Stimulus for Innovation?" Nov-Dec: 25-34.

Barnes, Frank C., and Thomas H. Stevenson, "Fourteen Years of ISO 9000: Impact, Criticisms, Costs, and Benefits," May-June: 45-51.

Barnes-Vieyra, Pamela, and Cindy Claycomb, "Business-to-Business E-Commerce: Models and Managerial Decisions," May-June: 13-20.

Baughn, C. Christopher, and Mark A. Buchanan, "Cultural Protectionism," Nov-Dec: 5-15.

Baxendale, Sidney J., "Activity-based Costing for the Small Business: A Primer," Jan-Feb: 61-68.

Bellman, Lawrence M., "Bricks and Mortar: 21st Century Survival," May-June: 21-28.

- Bergenstock, Donna J., and James M. Maskulka, "The De Beers Story: Are Diamonds Forever?" May-June: 37-44.
- Berthon, Pierre, Leyland F. Pitt, Richard T. Watson, and Michael Ewing, "Pricing Strategy and the Net," Mar-Apr: 45-54.
- Blahna, Mary Jo, and Glenn M. McEvoy, "Engagement or Disengagement? Older Workers and the Looming Labor Shortage," Sep-Oct: 46-52.
- Bond, Michael T., and Deborah Erdos Knapp, "The Financial Impact of Medical Savings Account Plans," Jan-Feb: 77-83.
- Boyer, Kenneth K., "E-Operations: A Guide to Streamlining with the Internet," Jan-Feb: 47-54.
- Bruton, Garry, David Ahlstrom, and Eunice S. Chan, "HRM of Foreign Firms in China: The Challenge of Managing Host Country Personnel," May-June: 59-68.
- Buchanan, Mark A., and C. Christopher Baughn, "Cultural Protectionism," Nov-Dec: 5-15.
- Campbell, Élise, and Jeffrey J. Reuer, "International Alliance Negotiations: Legal Issues for General Managers," Jan-Feb: 19-26.
- Capek, Michael J., and Frédéric Jallat, "Disintermediation in Question: New Economy, New Networks, New Middlemen," Mar-Apr: 55-60.
- Chan, Eunice S., David Ahlstrom, and Garry Bruton, "HRM of Foreign Firms in China: The Challenge of Managing Host Country Personnel," May-June: 59-68.
- Claycomb, Cindy, and Pamela Barnes-Vieyra, "Business-to-Business E-Commerce: Models and Managerial Decisions," May-June: 13-20.
- Coff, Russell W., and Kevin J. Lavery, "Real Options on Knowledge Assets: Pandora or Pandora's Box?" Nov-Dec: 73-79.
- Cook, Robert W., W. Benoy Joseph, and Raj G. Javalgi, "Marketing on the Web: How Executives Feel, What Businesses Do," Jul-Aug: 32-40.
- Cravens, David W., Eric M. Olson, and Stanley F. Slater, "Competitiveness and Sales Management: A Marriage of Strategies," Mar-Apr: 25-30.
- Daily, Catherine M., and Dan R. Dalton, "Corporate Governance Digest," Mar-Apr: 3-5.
- Dalton, Dan R., and Catherine M. Daily, "Corporate Governance Digest," Mar-Apr: 3-5.
- Deng, Ping, "WFOEs: The Most Popular Entry Mode into China," Jul-Aug: 63-72.
- Drott, M. Carl, "Personal Knowledge, Corporate Information: The Challenges for Competitive Intelligence," Mar-Apr: 31-37.
- Ewing, Michael, Julie Napoli, and Leyland Pitt, "Managing Southeast Asian Brands in the Global Economy," May-June: 52-58.
- Ewing, Michael, Leyland F. Pitt, Pierre Berthon, and Richard T. Watson, "Pricing Strategy and the Net," Mar-Apr: 45-54.
- Fram, Eugene H., and Chun Keung Hoi, "The CREF Stock Fund at 50," Nov-Dec: 67-72.
- Gordon, Craig C., Paul Vogelheim, Denise D. Schoenbachler, and Geoffrey L. Gordon, "The Importance of Courting the Individual Investor," Jan-Feb: 69-76.
- Gordon, Geoffrey L., Paul Vogelheim, Denise D. Schoenbachler, and Craig C. Gordon, "The Importance of Courting the Individual Investor," Jan-Feb: 69-76.
- Gordon, Gus, and Thurmon Williams, "How Do You Spell Success in Mexico? CALICA," Jan-Feb: 11-18.
- Govindarajan, Vijay, and Anil K. Gupta, "Strategic Innovation: A Conceptual Road Map," Jul-Aug: 3-12.
- Grosse, Robert, and Juan Yañes, "The Coming Oil Price Crash," Sep-Oct: 31-38.
- Gupta, Anil K., and Vijay Govindarajan, "Strategic Innovation: A Conceptual Road Map," Jul-Aug: 3-12.
- Hoi, Chun Keung, and Eugene H. Fram, "The CREF Stock Fund at 50," Nov-Dec: 67-72.
- Houston, Douglas A., "Trust in the Networked Economy: Doing Business on Web Time," Mar-Apr: 38-44.
- Huffman, Brian, "What Makes a Strategy Brilliant?" Jul-Aug: 13-20.
- Imberman, Woodruff, "Why Engineers Strike—The Boeing Story," Nov-Dec: 35-44.

- Jackson, Donald W., Jr., Earl Naumann, and Mark S. Rosenbaum, "How to Implement a Customer Satisfaction Program," Jan-Feb: 37-46.
- Jallat, Frédéric, and Michael J. Capek, "Disintermediation in Question: New Economy, New Networks, New Middlemen," Mar-Apr: 55-60.
- Javalgi, Raj G., W. Benoy Joseph, and Robert W. Cook, "Marketing on the Web: How Executives Feel, What Businesses Do," Jul-Aug: 32-40.
- Jayashankar, Jay V., Tanuja Singh, and Jasvinder Singh, "E-Commerce in the U.S. and Europe—Is Europe Ready to Compete?" Mar-Apr: 6-16.
- Johnson, Homer H., "Corporate Social Audits—This Time Around," May-June: 29-36.
- Joseph, W. Benoy, Robert W. Cook, and Raj G. Javalgi, "Marketing on the Web: How Executives Feel, What Businesses Do," Jul-Aug: 32-40.
- Keh, Hean Tat, and Elain Shieh, "Online Grocery Retailing: Success Factors and Potential Pitfalls," Jul-Aug: 73-83.
- Kilmann, Ralph H., and Richard S. Allen, "Aligning Reward Practices in Support of Total Quality Management," May-June: 77-84.
- Klein, Richard, and Detmar Straub, "E-Competitive Transformations," May-June: 3-12.
- Knapp, Deborah Erdos, and Michael T. Bond, "The Financial Impact of Medical Savings Account Plans," Jan-Feb: 77-83.
- Krieger, Sandy, and Nadim Matta, "From IT Solutions to Business Results," Nov-Dec: 45-50.
- Lavery, Kevin J., and Russell W. Coff, "Real Options on Knowledge Assets: Panacea or Pandora's Box?" Nov-Dec: 73-79.
- Lowson, Robert H., "Offshore Sourcing: An Optimal Operational Strategy?" Nov-Dec: 61-66.
- Lucas, George H., and Robert M. Peterson, "What Buyers Want Most from Salespeople: A View from the Senior Level," Sep-Oct: 39-45.
- Mabert, Vincent A., Ashok Soni, and M.A. Venkataramanan, "Enterprise Resource Planning: Common Myths Versus Evolving Reality," May-June: 69-76.
- Maskulka, James M., and Donna J. Bergenstock, "The De Beers Story: Are Diamonds Forever?" May-June: 37-44.
- Matta, Nadim, and Sandy Krieger, "From IT Solutions to Business Results," Nov-Dec: 45-50.
- Maury, Mary, and Victoria Shoaf, "The Effects of Adopting Cash-Balance Pension Plans," Mar-Apr: 67-74.
- McCormick, Blaine, "Benjamin Franklin: Founding Father of American Management," Jan-Feb: 2-10.
- McCubbins, Tipton F., "Somebody Kicked the Sleeping Dog—New Bite in the Foreign Corrupt Practices Act," Jan-Feb: 27-32.
- McEvoy, Glenn M., and Mary Jo Blahna, "Engagement or Disengagement? Older Workers and the Looming Labor Shortage," Sep-Oct: 46-52.
- McGuinness, Paul B., and Michael N. Young, "The Missing Link: Why Stock Markets Have Been Ineffective in Chinese SOE Reform," Jul-Aug: 55-62.
- McKinley, William, George C. Mueller, Mark A. Mone, and Vincent L. Barker III, "Organizational Decline—A Stimulus for Innovation?" Nov-Dec: 25-34.
- Miller, Sandra K., "Legal Monitoring for the Private Business," Sep-Oct: 53-60.
- Mone, Mark A., George C. Mueller, William McKinley, and Vincent L. Barker III, "Organizational Decline—A Stimulus for Innovation?" Nov-Dec: 25-34.
- Morris, Michael H., and Minet Schindehutte, "Pricing as Entrepreneurial Behavior," Jul-Aug: 41-48.
- Morrison, Janet, Rama Yelkur, Erwin H. Steiner, and Ian Schmehl, "Product Liability: Its Impact on the Auto Industry, Consumers, and Global Competitiveness," Mar-Apr: 61-66.
- Moulton, Harper W., "Danica Purg," Sep-Oct: 66-69.
- Mueller, George C., William McKinley, Mark A. Mone, and Vincent L. Barker III, "Organizational Decline—A Stimulus for Innovation?" Nov-Dec: 25-34.
- Napoli, Julie, Michael Ewing, and Leyland Pitt, "Managing Southeast Asian Brands in the Global Economy," May-June: 52-58.

Naumann, Earl, Donald W. Jackson, Jr., and Mark S. Rosenbaum, "How to Implement a Customer Satisfaction Program," Jan-Feb: 37-46.

Norman, Patricia M., "Are Your Secrets Safe? Knowledge Protection in Strategic Alliances," Nov-Dec: 51-60.

Olson, Eric M., David W. Cravens, and Stanley F. Slater, "Competitiveness and Sales Management: A Marriage of Strategies," Mar-Apr: 25-30.

Osegowitsch, Thomas, "The Art and Science of Synergy: The Case of the Auto Industry," Mar-Apr: 17-24.

Parkhe, Arvind, "Interfirm Diversity in Global Alliances," Nov-Dec: 2-4.

Peterson, Robert M., and George H. Lucas, "What Buyers Want Most from Salespeople: A View from the Senior Level," Sep-Oct: 39-45.

Pitt, Leyland F., Pierre Berthon, Richard T. Watson, and Michael Ewing, "Pricing Strategy and the Net," Mar-Apr: 45-54.

Pitt, Leyland, Michael Ewing, and Julie Napoli, "Managing Southeast Asian Brands in the Global Economy," May-June: 52-58.

Podlas, Kimberlianne, "Reasonable Accommodation or Special Privilege? Flex-time, Telecommuting, and the ADA," Sep-Oct: 61-65.

Polonsky, Michael Jay, and Philip J. Rosenberger III, "Reevaluating Green Marketing: A Strategic Approach," Sep-Oct: 21-30.

Reuer, Jeffrey J., and Élise Campbell, "International Alliance Negotiations: Legal Issues for General Managers," Jan-Feb: 19-26.

Rhee, Yinsog, Jae H. Song, and Carl R. Adams, "Maximizing the Financial and Product Market Values of the IPO Opportunity," Jul-Aug: 49-54.

Rosenbaum, Bernard L., "Seven Emerging Sales Competencies," Jan-Feb: 33-36.

Rosenbaum, Mark S., Earl Naumann, and Donald W. Jackson, Jr., "How to Implement a Customer Satisfaction Program," Jan-Feb: 37-46.

Rosenberger, Philip J. III, and Michael Jay Polonsky, "Reevaluating Green Marketing: A Strategic Approach," Sep-Oct: 21-30.

Sargent, John, "Getting to Know the Neighbors: Grupos in Mexico," Nov-Dec: 16-24.

Schindehutte, Minet, and Michael H. Morris, "Pricing as Entrepreneurial Behavior," Jul-Aug: 41-48.

Schmehl, Ian, Rama Yelkur, Janet Morrison, and Erwin H. Steiner, "Product Liability: Its Impact on the Auto Industry, Consumers, and Global Competitiveness," Mar-Apr: 61-66.

Schnaars, Steven, and Paschalina (Lilia) Ziamou, "The Essentials of Scenario Writing," Jul-Aug: 25-31.

Schoenbachler, Denise D., Paul Vogelheim, Geoffrey L. Gordon, and Craig C. Gordon, "The Importance of Courting the Individual Investor," Jan-Feb: 69-76.

Schraeder, Mike, "Health Care," Sep-Oct: 2-4.

Shama, Avraham, "E-Coms and Their Marketing Strategies," Sep-Oct: 14-20.

Shieh, Elaine, and Hean Tat Keh, "Online Grocery Retailing: Success Factors and Potential Pitfalls," Jul-Aug: 73-83.

Shoaf, Victoria, and Mary Maury, "The Effects of Adopting Cash-Balance Pension Plans," Mar-Apr: 67-74.

Simkins, Betty J., and Raj Aggarwal, "Open Book Management—Optimizing Human Capital," Sep-Oct: 5-13.

Simon, Mark, "Man, I'm Smart About How Stupid I Am!" Jul-Aug: 21-24.

Singh, Jasvinder, Tanuja Singh, and Jay V. Jayashankar, "E-Commerce in the U.S. and Europe—Is Europe Ready to Compete?" Mar-Apr: 6-16.

Singh, Tanuja, Jay V. Jayashankar, and Jasvinder Singh, "E-Commerce in the U.S. and Europe—Is Europe Ready to Compete?" Mar-Apr: 6-16.

Slater, Stanley F., Eric M. Olson, and David W. Cravens, "Competitiveness and Sales Management: A Marriage of Strategies," Mar-Apr: 25-30.

Song, Jae H., Yinsog Rhee, and Carl R. Adams, "Maximizing the Financial and Product Market Values of the IPO Opportunity," Jul-Aug: 49-54.

Soni, Ashok, Vincent A. Mabert, and M.A. Venkataramanan, "Enterprise Resource Planning: Common Myths Versus Evolving Reality," May-June: 69-76.

Steiner, Erwin H., Rama Yelkur, Janet Morrison, and Ian Schmehl, "Product Liability: Its Impact on the Auto Industry, Consumers, and Global Competitiveness," Mar-Apr: 61-66.

Stevenson, Thomas H., and Frank C. Barnes, "Fourteen Years of ISO 9000: Impact, Criticisms, Costs, and Benefits," May-June: 45-51.

Straub, Detmar, and Richard Klein, "E-Competitive Transformations," May-June: 3-12.

Venkataramanan, M.A., Vincent A. Mabert, and Ashok Soni, "Enterprise Resource Planning: Common Myths Versus Evolving Reality," May-June: 69-76.

Vogelheim, Paul, Denise D. Schoenbachler, Geoffrey L. Gordon, and Craig C. Gordon, "The Importance of Courting the Individual Investor," Jan-Feb: 69-76.

Watson, Richard T., Leyland F. Pitt, Pierre Berthon, and Michael Ewing, "Pricing Strategy and the Net," Mar-Apr: 45-54.

Williams, Thurmon, and Gus Gordon, "How Do You Spell Success in Mexico? CALICA," Jan-Feb: 11-18.

Yañes, Juan, and Robert Grosse, "The Coming Oil Price Crash," Sep-Oct: 31-38.

Yelkur, Rama, Janet Morrison, Erwin H. Steiner, and Ian Schmehl, "Product Liability: Its Impact on the Auto Industry, Consumers, and Global Competitiveness," Mar-Apr: 61-66.

Young, Michael N., and Paul B. McGuinness, "The Missing Link: Why Stock Markets Have Been Ineffective in Chinese SOE Reform," Jul-Aug: 55-62.

Ziamou, Paschalina (Lilia), and Steven Schnaars, "The Essentials of Scenario Writing," Jul-Aug: 25-31.

Coming in the next issue of BH...

Relationship Marketing's Strategic Array

Marketing for Muggles: The Harry Potter Way to Higher Profits

To Agree or Not to Agree: Legal Issues in Online Contracting

What Businesses Can Learn from the Movies

Information Technology and Innovation Policy in the Bush Era

No Such Thing as a Global Manager

Plus articles on:

Focused e-tail measurement and resource management

The role of flexibility in online business

Further considerations in industry and market analysis

Digital privacy

